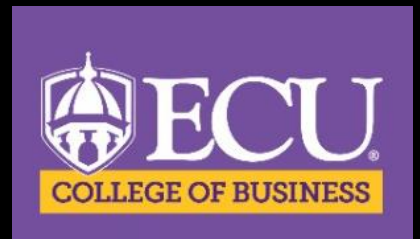


# Using Open Broadcaster Software (OBS)

Dr. Tim Madden



# Agenda

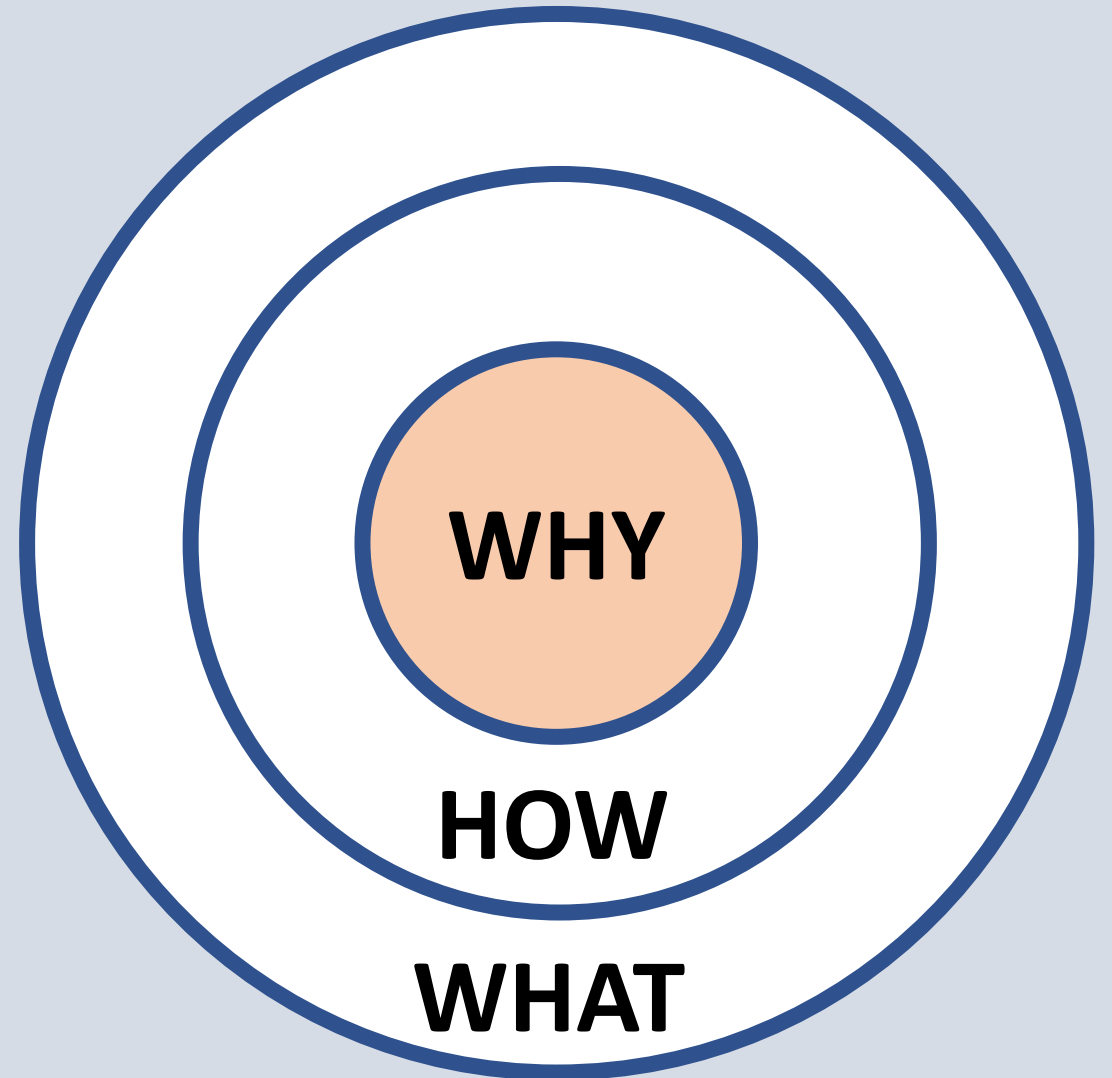
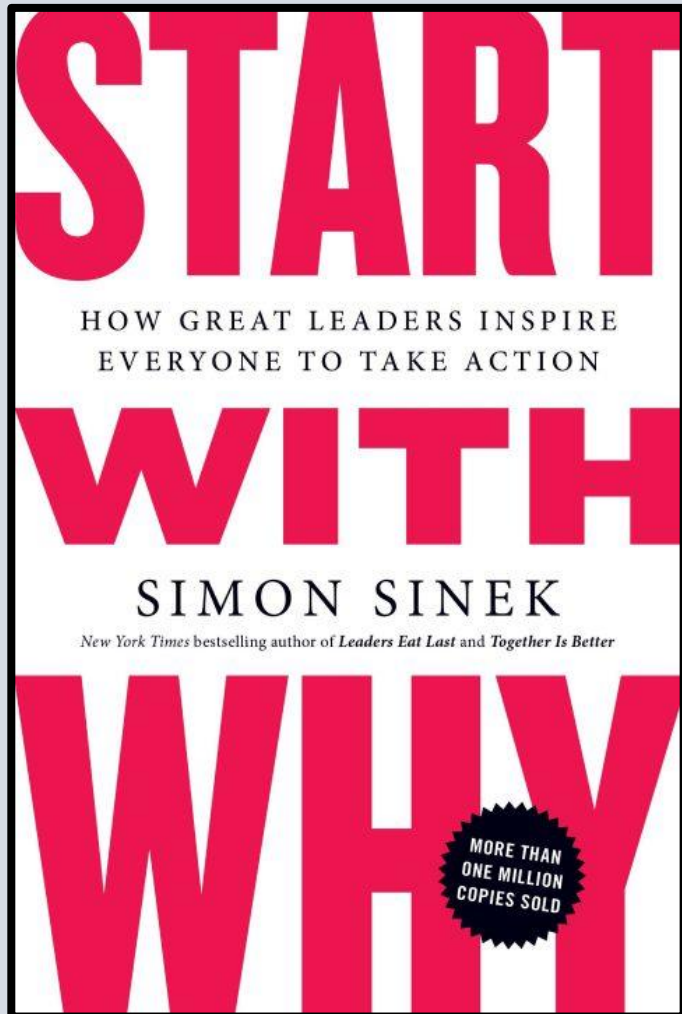
What Would You Like to Learn?

The Rationale for a High-quality Virtual Presence

What is OBS and How Can It Help You?

Questions, Answers, and Resources

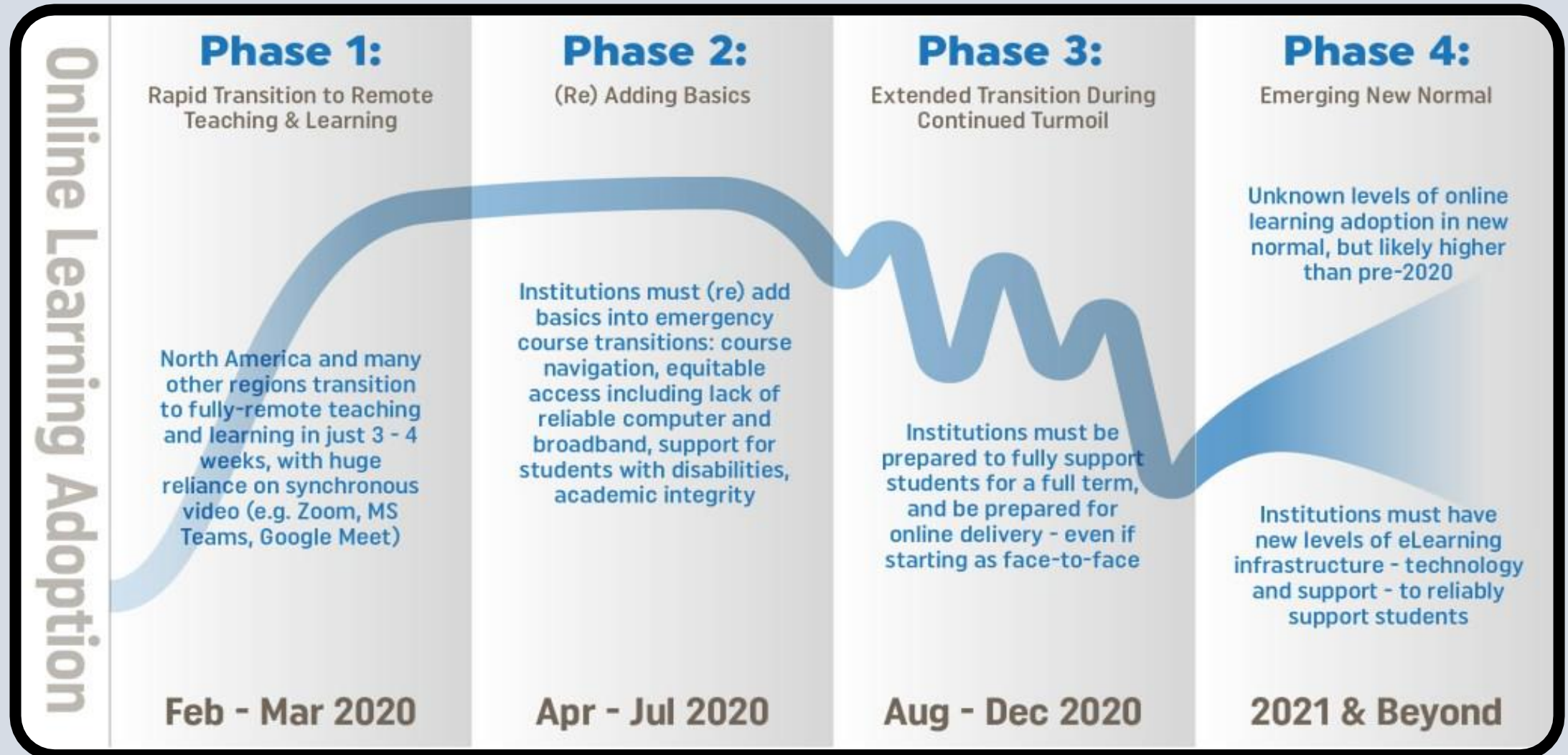
# Part One: *Why* Bother?



# Covid Triage is Over

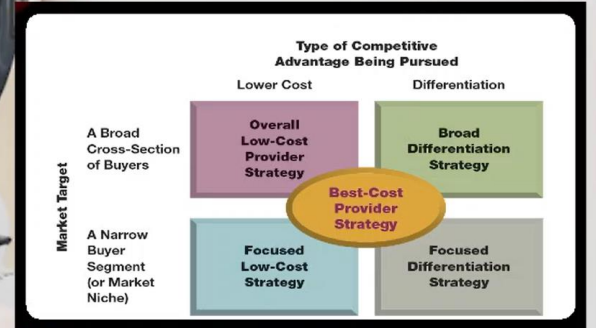
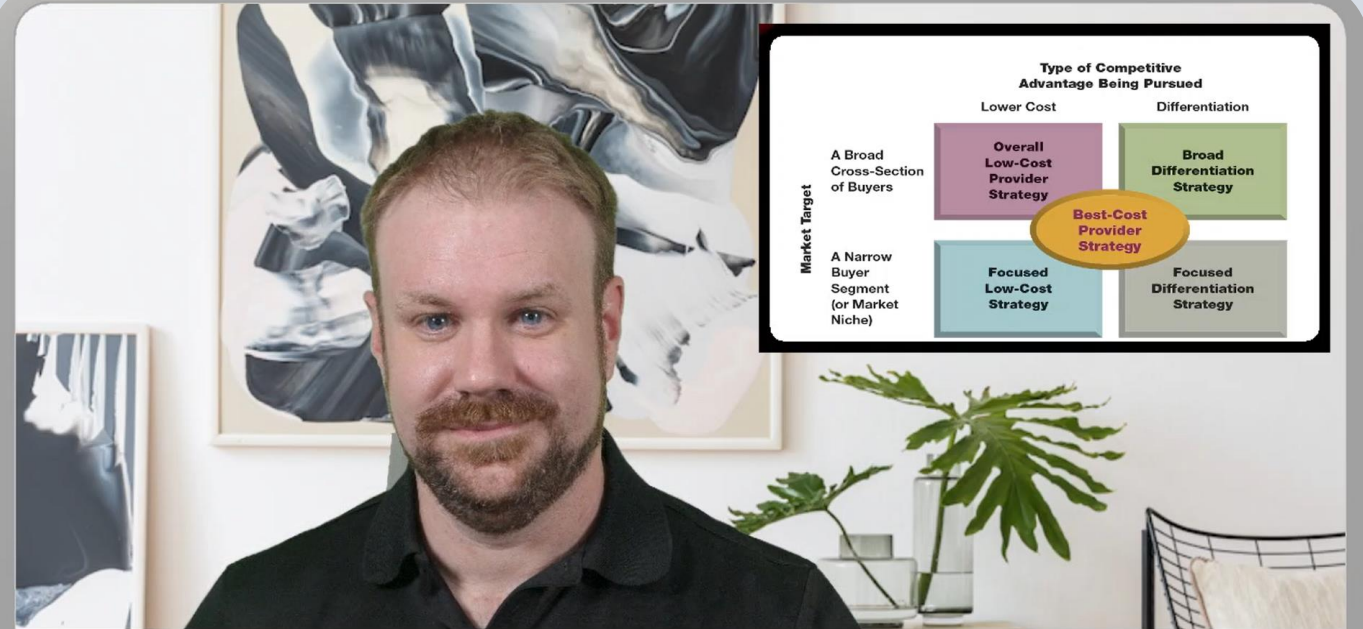
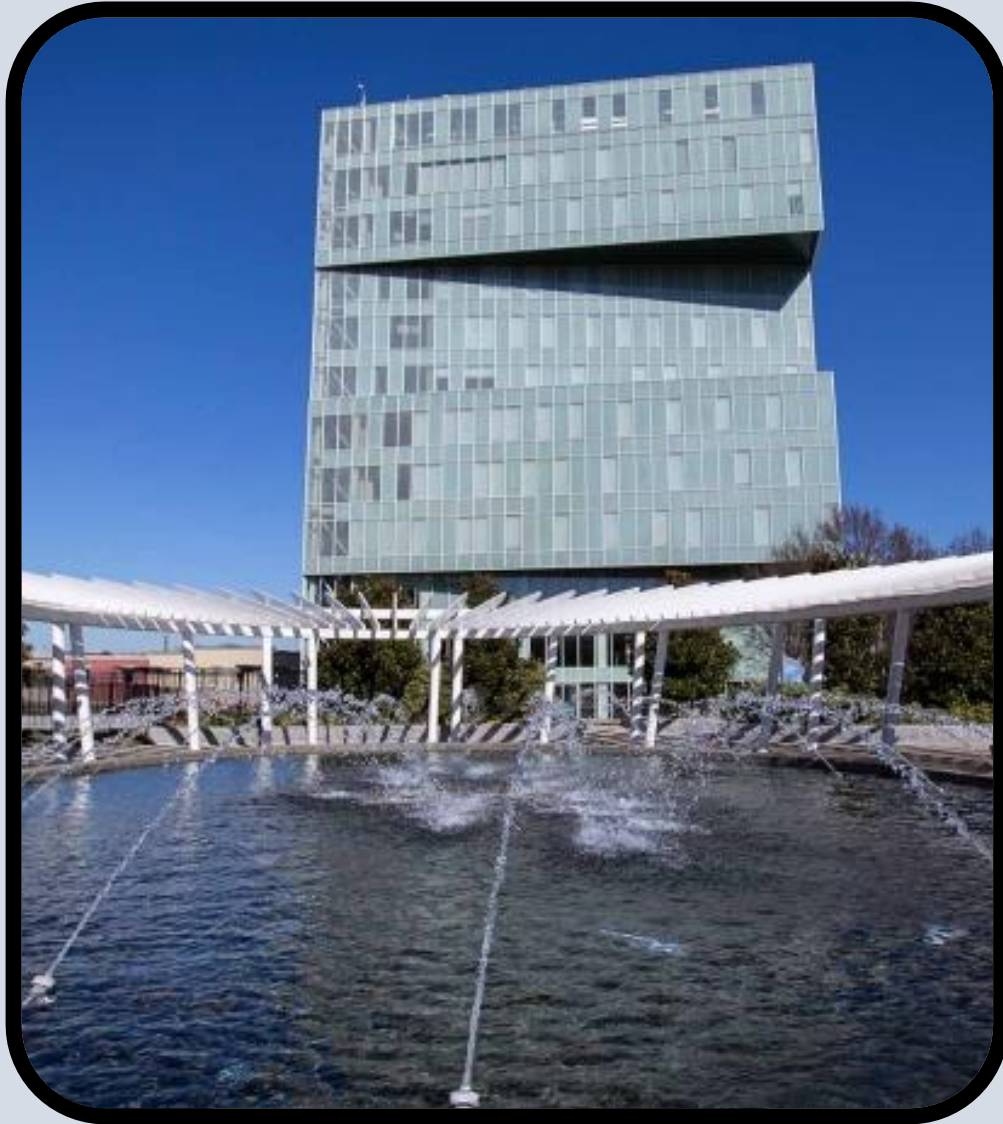


# There's No Such Thing as "Back to Normal"





# Service Quality is Hard to Evaluate

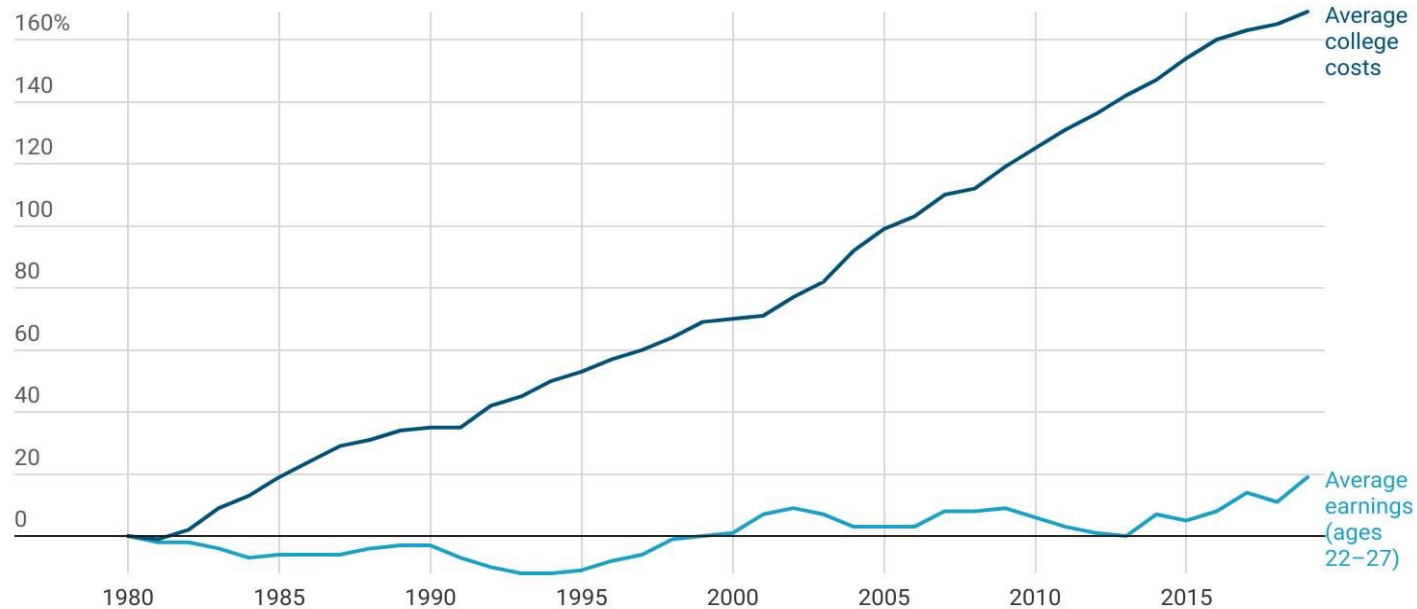


Chapter 5: Generic Competitive Strategies

# College is Too Expensive to Look Cheap

## Percent change in college costs and earnings for young workers

Since 1980, costs of college have steadily increased, while the earnings of adults ages 22 through 27 have increased much more slowly.



*Note: The college costs used in this analysis include average undergraduate tuition and fees, room, and board at all institutions in constant 2018–19 dollars for academic years 1979–80 through 2018–19. Average earnings are inflation-adjusted to constant 2019 dollars.*

Source: Georgetown University Center on Education and the Workforce analysis of data from the US Census Bureau and Bureau of Labor Statistics, Current Population Survey (CPS), March Supplement, 1980–2019, and National Center for Education Statistics, Digest of Education Statistics, Table 330.10, 2019. • Created with Datawrapper



# Teaching Online Means Teaching From Home





# It's All In The Delivery



# You're Awesome In-Person





# Video is in Everyone's Job Description



What kinds of things do you spend time doing online?

 Poll created by speaker, Timothy Madden

Your answer:

Teaching, Leading or Attending Trainings, Meetings, Interviews

Poll Results

17 Answers

Teaching



Meetings



Interviews

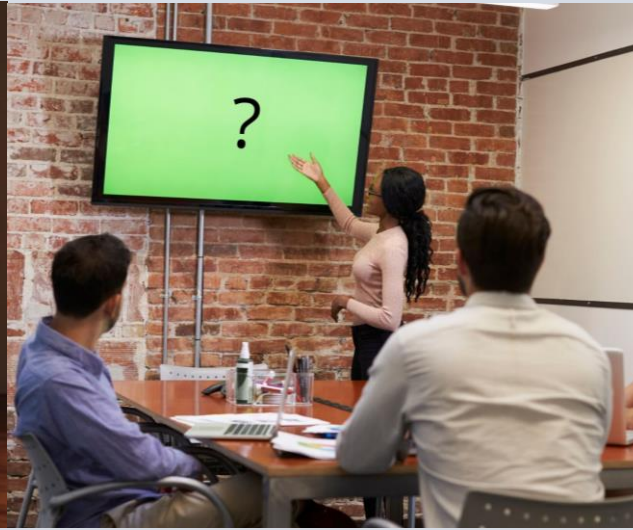
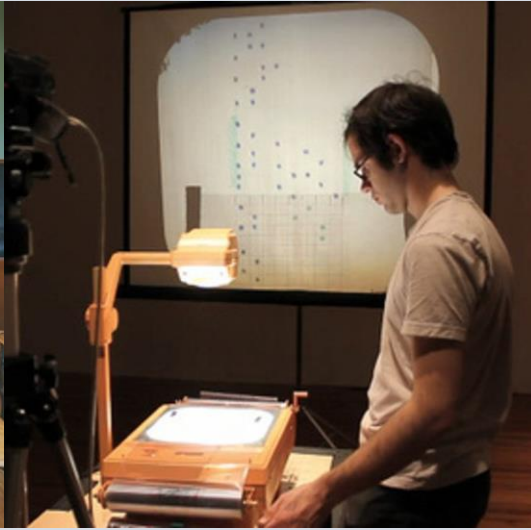


Leading or Attending Trainings





# Video is Just the Latest Tool



**Chalkboards**   **Transparencies**

**PowerPoints**

**Video Presentations**

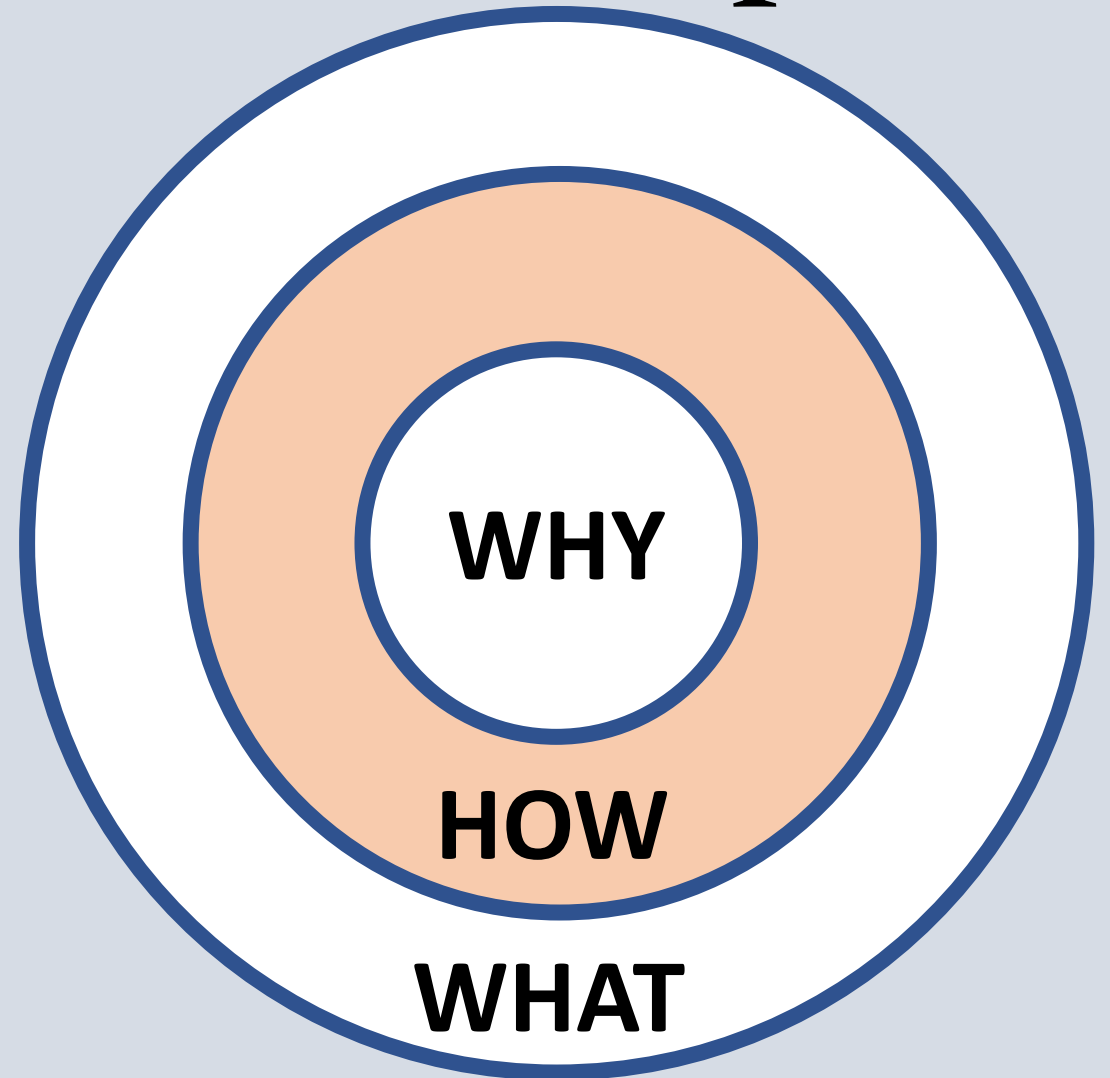
# These Skills Are Valued by Students

- The video instruction is excellent! It is some of the best I have had in this program.  
I enjoy being able to see and hear the instructor.
- I loved Dr. Madden's videos. He made it so we could see his video talking. This made it much more engaging than a voiceover PowerPoint.
- I thought Dr. Madden's videos were very helpful and went out of his way to make it more engaging for the students.
- This has been the best class I have had at ECU. Many professors do not present material in a manner that is interesting.
- Dr. Madden provided updates to each chapter video. I appreciate he didn't take the easy route with us.

# Part Two: *How* Can OBS Help?

Management 4842: Schedule Overview

Week Number	Due Date	Course Content	Additional Content	Deliverables to Submit (if any)
Week 1	1-6-2023	Introduction to Strategic Management	Plenty vs. Infinite (Gates of Heaven)	Complete Performance
Week 2	1-16-2023	Textbook Chapter 1	Why Some People Succeed with Strategy (of success) & Others Fail (Strategic Process)	ENST 71 Exam Why Some People S...
Week 3	1-23-2023	Textbook Chapter 2	Worldwide (Case)	ENST 71 Exam Worldwide (Case)
Week 4	1-30-2023	Textbook Chapter 3	Yelp Starts Office of success	ENST 71 Exam Yelp Starts Office of...
Week 5	2-6-2023	Textbook Chapter 4	How to Get a Real Education (of success)	ENST 74 Exam How to Get a Real Edu...
Week 6	2-13-2023	Textbook Chapter 5	Global Business (of success)	ENST 74 Exam Global Business (of s...
Week 7	2-20-2023	Exam #1	Discussion on (of success)	Exam #1 (of success)
Week 8	2-27-2023	Textbook Chapter 6	Google, PayPal (of success)	ENST 74 Exam Google, PayPal (of s...
Week 9	3-6-2023	ECU SPRING BREAK	Exam #2 (of success)	Exam #2 (of success)
Week 10	3-13-2023	Textbook Chapter 7	Discussion on (of success)	ENST 74 Exam Discussion on (of s...





# OBS is Basically PowerPoint for Video

The screenshot displays the OBS Studio interface with a video scene. The scene features a speaker in a graduation cap and gown, a purple background, a BGS logo, and a text box. Four numbered callouts (1-4) point to specific elements: 1 points to the speaker, 2 points to the purple background, 3 points to the BGS logo, and 4 points to the text box. The interface includes a menu bar, a scene collection, a sources panel, an audio mixer, and a controls panel.

OBS 27.1.3 (64-bit, windows) - Profile: Teaching and Meetings - Scenes: Live Meetings

File Edit View Profile Scene Collection Tools Help

1 3

2

2023 Beta Gamma Sigma Nominees

4

No source selected Properties Filters

Scenes Sources Audio Mixer Controls

Scene

Camera

Purple Background

BGS Logo

Text Box

Start Streaming

Start Recording

Start Virtual Camera

Studio Mode

Settings

Exit

LIVE: 00:00:00 REC: 00:00:00 CPU: 1.8%, 30.00 fps

# Things OBS Can Do For You

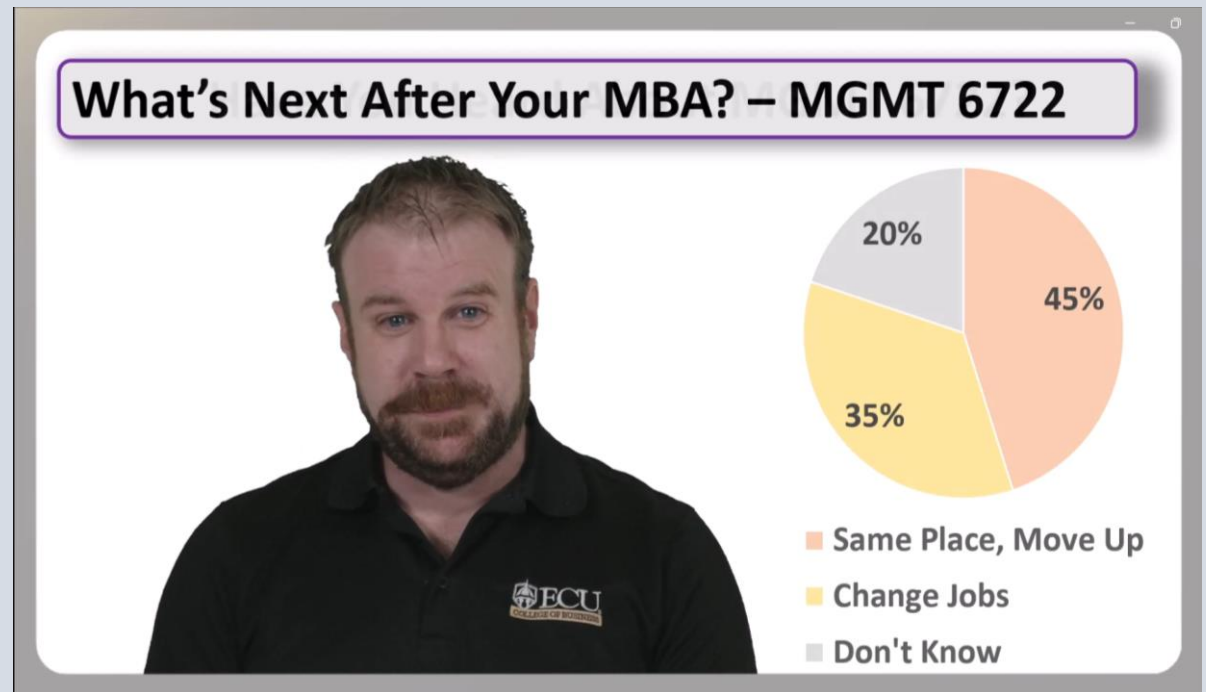
Record asynchronous presentations

Be your webcam for live meetings

Work with your existing materials

Remove green screen backgrounds

Make you look professional, competent, and expensive



# Perks of Using OBS



Your Dean will love that it's FREE

Helps draw better work / life boundaries

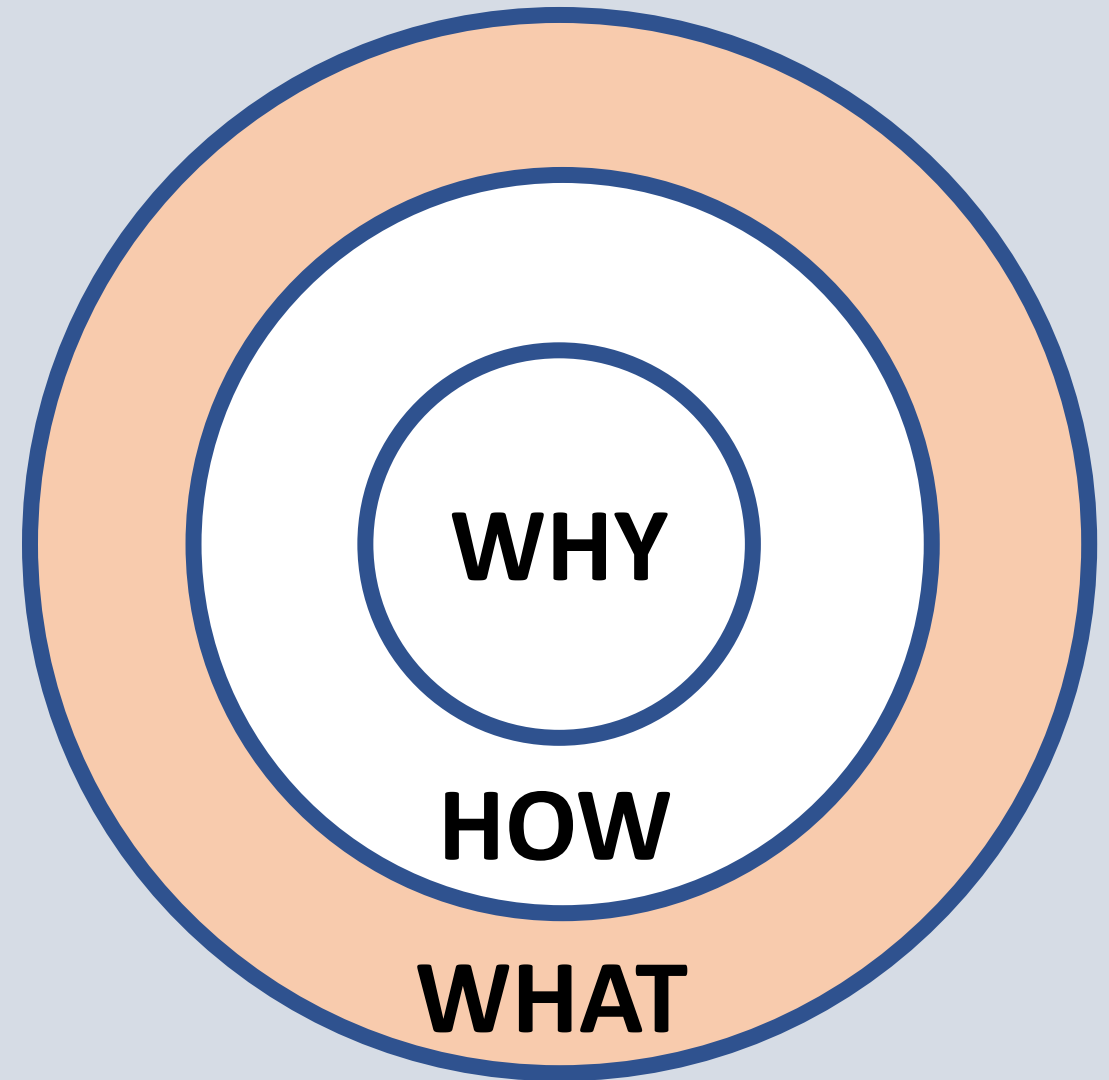
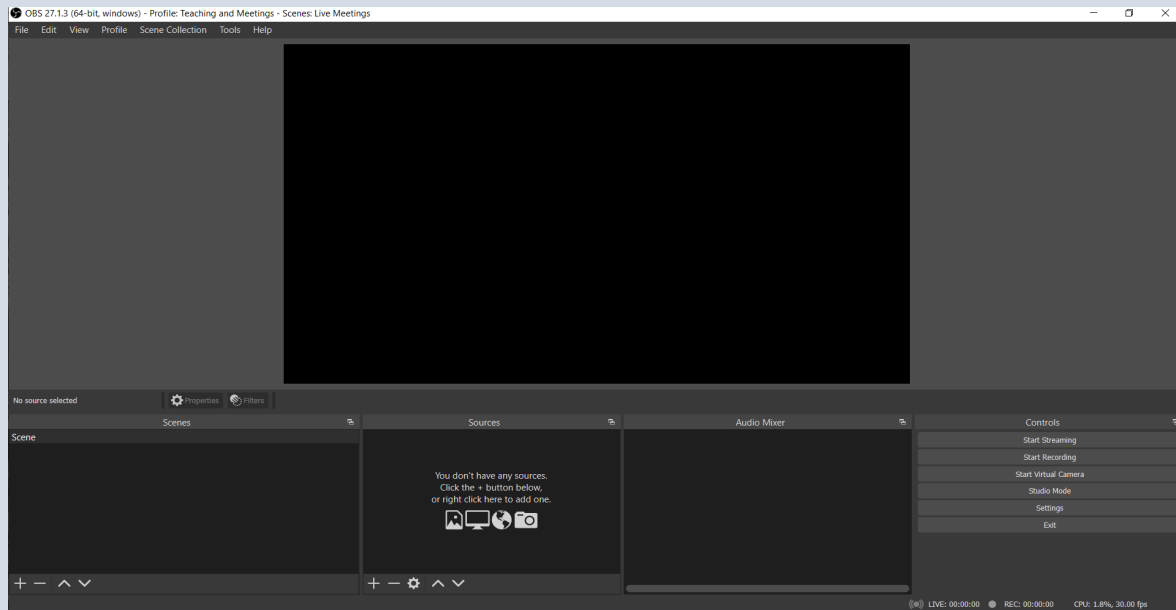
Lots of online community support

There is no editing involved





# Part Three: *What To Do With OBS?*



# Thank You For Attending!



**OBS resources from me  
at this Qualtrics link**